CLICK IT or TICKET!

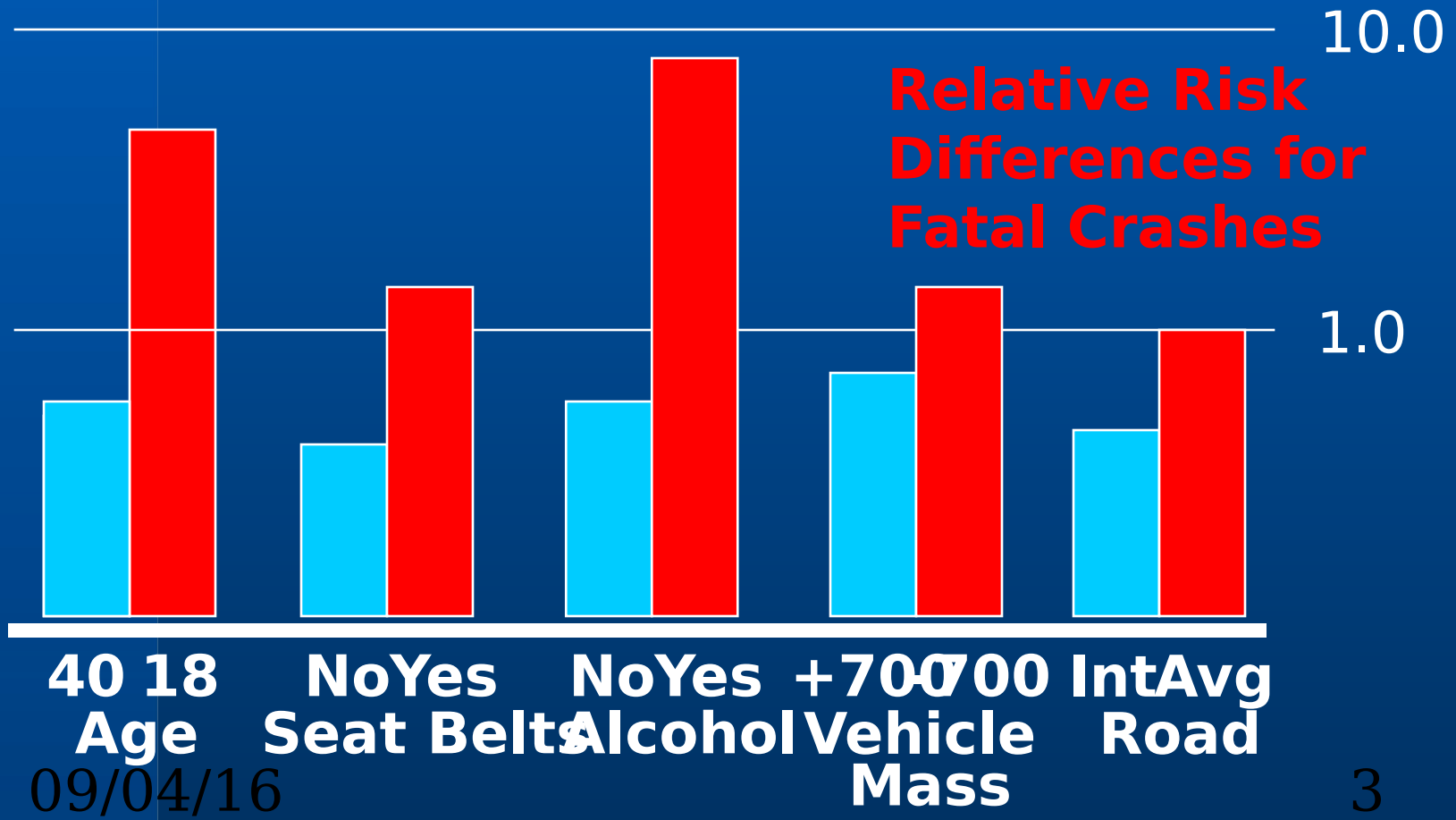
USAREUR Safety

National Highway Safety Summit

- Representatives from NSC, DOT, NHTSB, MADD, IACP, IIHS, NAGSHR
- Recommendation:

Increase Seat Belt Use!

Risk Management



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- **“Best Practice” – Presidential Initiative**

  for Increasing Seat Belt Use Nationwide
- **US Marine Corps**
- **North Carolina**

FOR MORE INFO…

University of North Carolina Highway Safety Research C

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- **Key Ingredients:**
  - **Aggressive High Visibility Enforcement**
  - **Widespread Promotion of Enforcement Efforts**

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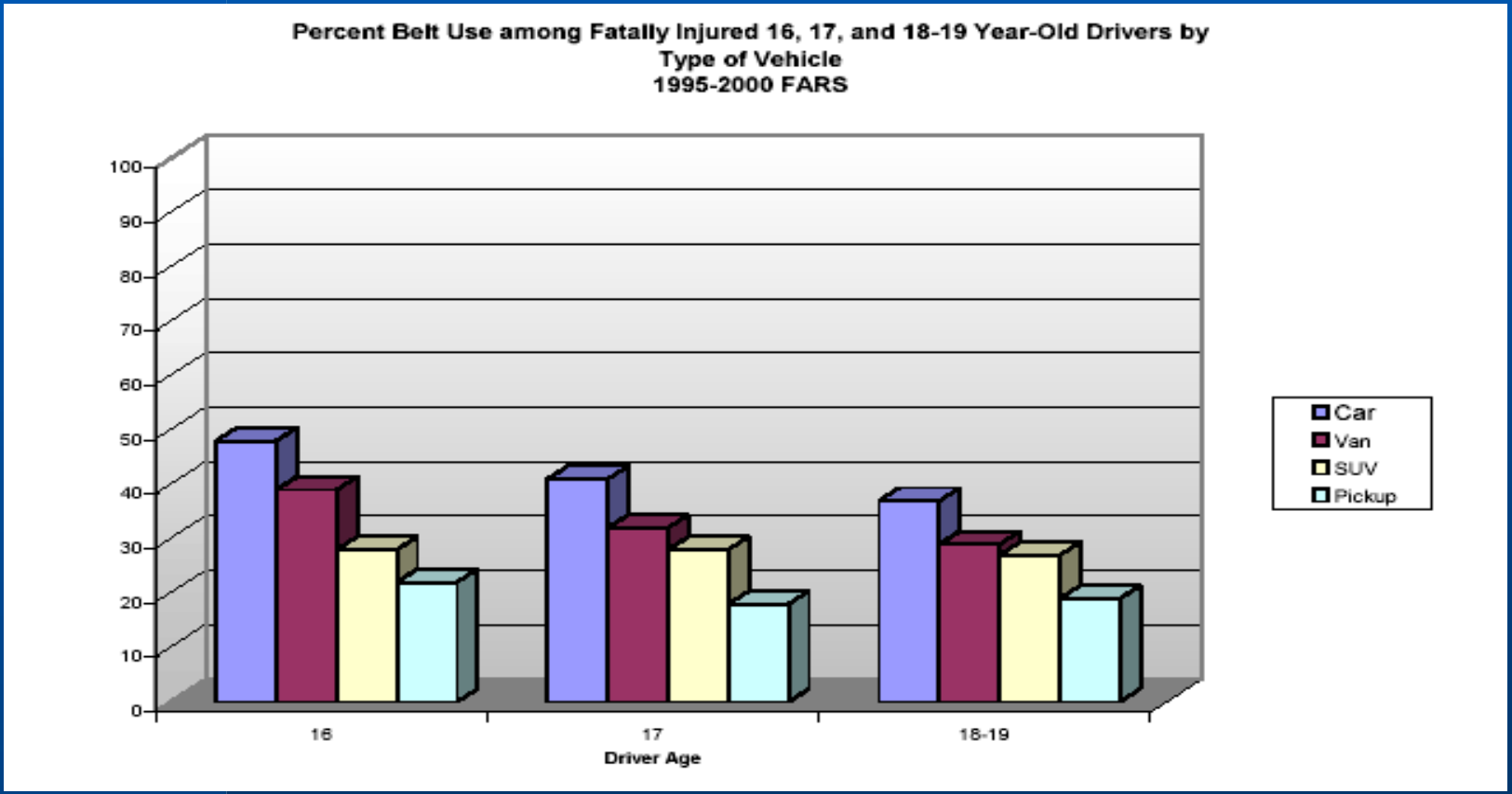
- **4 - Steps for Success:**
  - **Demonstrate Effectiveness**
  - **Bring ALL Law Enforcement Resources to Bear**
    - **Military**
    - **Local**
    - **County**
    - **State**
  - **Aggressive Promotional Plan with Clear Enforcement Message**
  - **Enforce & Publicize, Repeat Again & Again**

White Paper: Teenage Seat Belt Use

White Paper: Teenage Seat Belt Use

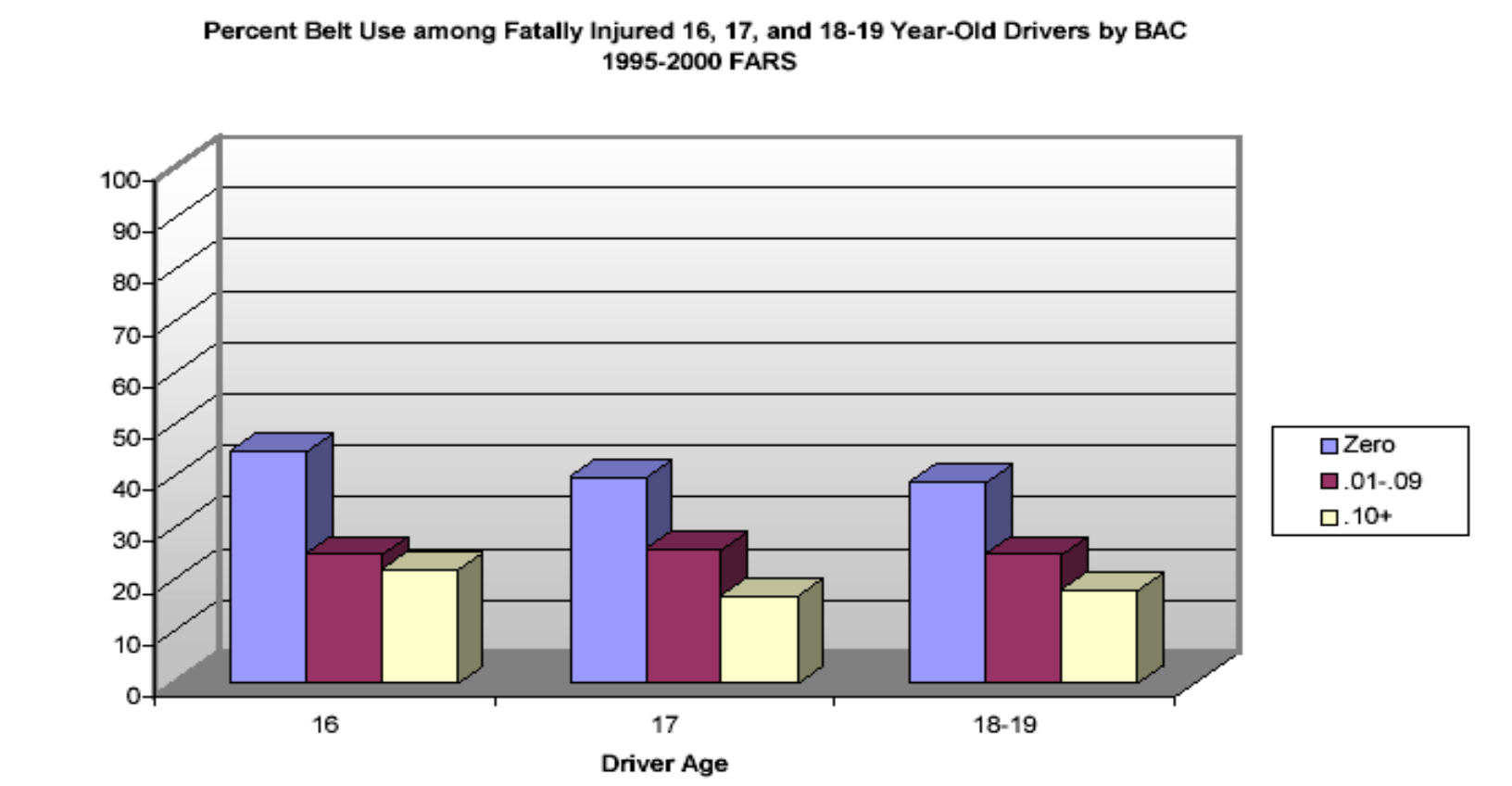
- **Risk Factors…**
  - **Drive at the highest risk times**
  - **Least safe cars**
  - **Lowest rates of seat belt use**
  - **Higher rates of speed**
  - **Higher incidence of alcohol use**
  - **Poorest perception of risk**
  - **Multiple fatality crashes**

White Paper: Teenage Seat Belt Use



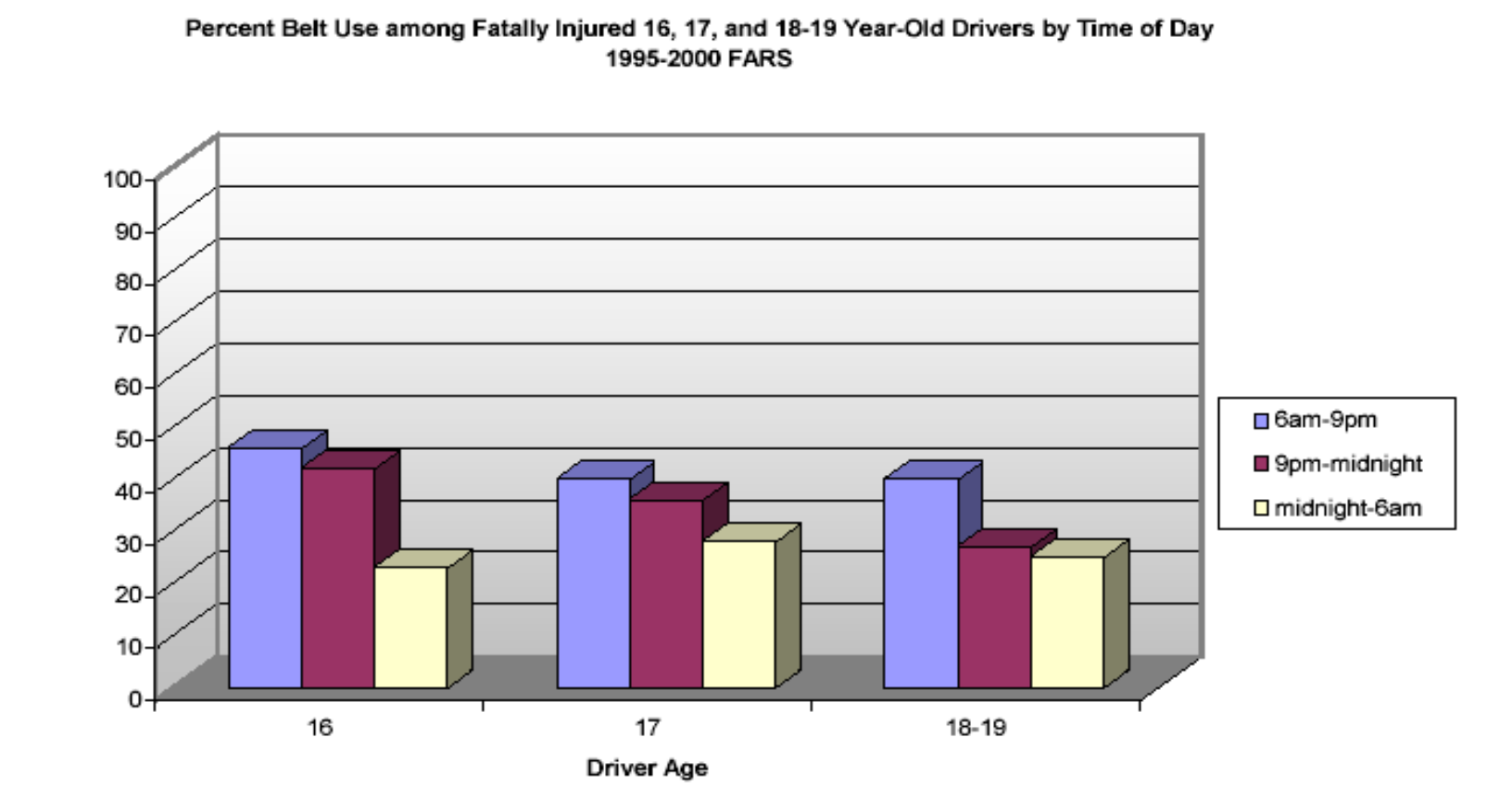
Type of Vehicles

White Paper: Teenage Seat Belt Use



Blood Alcohol Content

White Paper: Teenage Seat Belt Use



Time of Day

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- **North Carolina…**
  - **Seat Belt Use Up 17%**
  - **Injuries & Fatalities Down 14%**
  - **Health Care-Related Cost Savings $135M**

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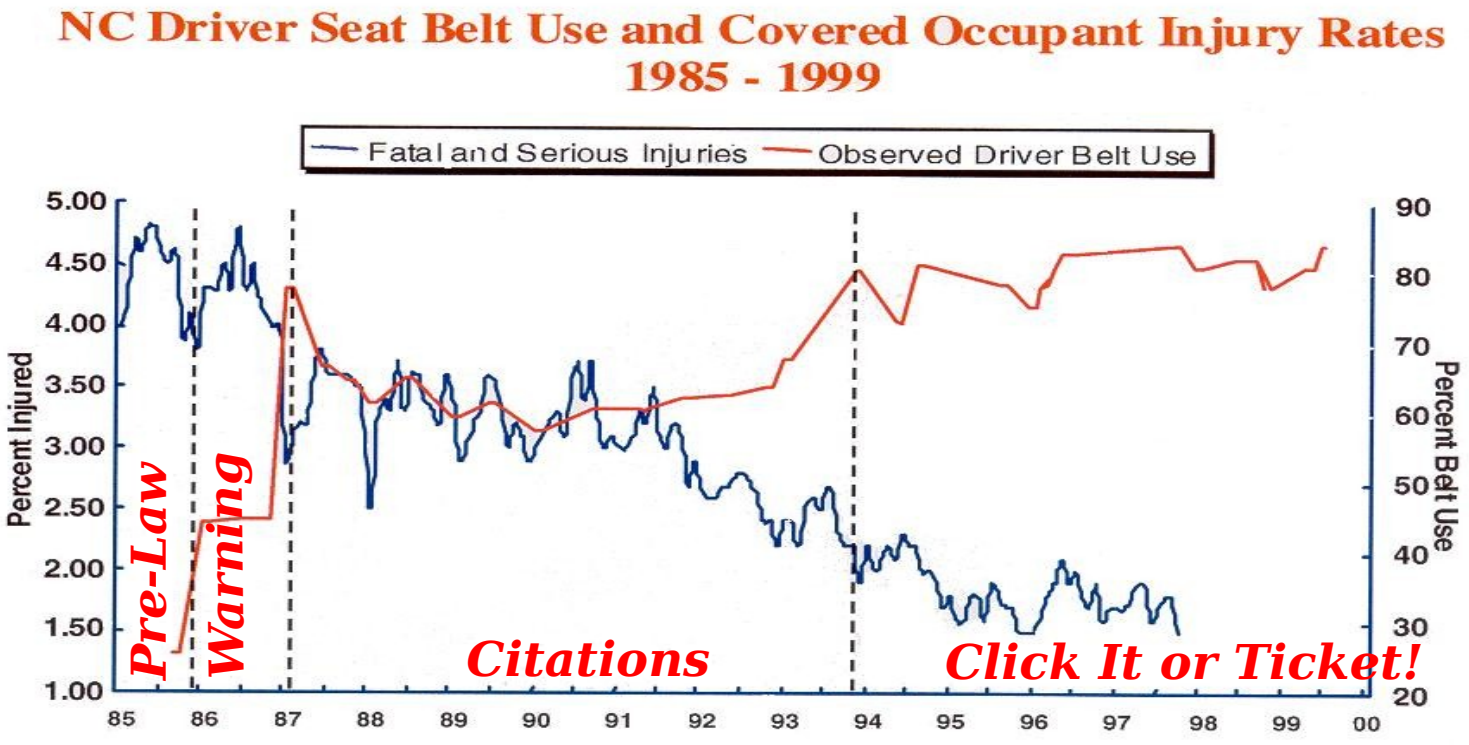

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- **Our Goals…**
  - **Reduce fatalities and serious injuries**
  - **Target young drivers**
  - **Encourage behavior modification through …**
    - **Public Awareness**
    - **Education**
    - **Enforcement**

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- **Our Plan…**
  - **Conduct seatbelt compliance checkpoints during long weekends**
  - **Coordinate enforcement with host nation police**
  - **Strict enforcement:**
    - **1st Offense – 7 Day Loss of License**
    - **2nd – 30 Days**
    - **3rd – 6 Months**
    - **Points**
    - **Euros 30**

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- **Our Results…**
  - **Change in Behavior**
  - **Increase in Seat Belt Use – 77%**
  - **Reduction in Fatal Traffic Accidents**
  - **Reduction in Traffic Accident Injuries**
  - **Increase in DUIs**
- **Identified alcohol as an issue as a result of stopping vehicles during the CLICK IT or TICKET! Campaign**

Results

2002

	Vehicles Checked	Tickets Issued	%	MPs	Host Nation Police	
4 Jul 02	11,889	414	3.48%	308	106	
Labor Day	21,502	337	1.57%	196	141	
Veterans Day	17,216	110	0.64%	110	N/A	
Christmas	21,478	207	0.96%	184	23	
Presidents Day	20,984	133	0.63%	133	N/A	
Easter	21,241	135	0.63%	135	N/A	
Memorial Day	25,841	175	0.65%	169	6	
	141,151	1,511	1.07%	1,235	276	

Results

Labor Day Comparison (2002 / 2003)

Vehicles Checked	Tickets Issued	MPs	Host Nation Police
21,502 / 21,756	337 / 79	196 / 79	141 / 0

2003

- 25 Citations issued for passengers not wearing seatbelts or using restraint devices
- 2 Second-Time Offenders

Results

Age*		
18-25	64	37.8%
26-35	34	20.1%
34-41	23	13.6%
42-49	19	11.2%
50+	29	17.1%

* Based on MP Citations Only

Results

Grade*		
E1-E5	41	24.2%
E6-E9	12	7.1%
O1-O3	8	4.7%
O4-O5	6	3.5%
DAC	36	21.3%
FM	26	15.3%
CIV	11	6.5%
LN	29	17.1%

* Based on MP Citations Only

Booze It and Lose It

Easter Weekend Comparison (2002 / 2003)

Totals:	21	16
Drunk Driving (BAC ≥ .10)	13	10
DUI (BAC .05 - .09)	8	6
Second Time Offenders	2	1
On Post	2	2
Off Post	19	14

Booze It and Lose It

Ranks:	E1-E4	10 / 48%	12 / 75%
	E5-E7	6 / 28%	3 / 19%
	E8-E9	0 / 0%	0 / 0%
	O1-O3	0 / 0%	1 / 6%
	Civ/FM	5 / 24%	0 / 0%
Ages:	18-24	13 / 62%	7 / 44%
	25-34	6 / 28%	9 / 56%
	35-Over	2 / 10%	0 / 0%

Analysis

- **Increase in individuals apprehended off post – 89% vs. 63%**
- **Decline in DUIs (- 47%)**

  Population down - 35% due to deployments
- **Questionnaire revealed individuals knew risks involved but thought they were not too intoxicated to drive**

Booze It and Lose It

- Our Response…

Lessons Learned

- Periodic Enforcement Emphasis Effective
- Aggressive Media Campaign Essential
- Maximize Information Prior to Enforcement
- Community Involvement Critical

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- **Additional Benefits…**
  - **Take a “bite out of crime”**
    - **Stolen Vehicles**
    - **Fugitives**
    - **Firearms Violations**
    - **Felony Drug Violations**
    - **Driving Under the Influence (DUI)**
  - **Reduction in Alcohol-Related Accidents**
  - **Proceeds Targeted for Good Causes**

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- **Advantages…**
  - **Effective Working Partnerships**
  - **Community Support**
  - **Fact Sheets**
  - **Media Information**
  - **Free Support Materials**

National Mobilization Nov 17-30
National Crackdown Dec 19-Jan 4

- National seat belt enforcement campaign
- Military partnering with
  - Air Bag & Seat Belt Safety Campaign and
  - National Highway Traffic Safety Administration